



**JUNE 2023**

## MESSAGE FROM THE PRESIDENT

My ASPRA Friends,

A final newsletter message as my term comes to a close later this month. It's been a joy to reflect on the past year of ASPRA board service and I am beyond excited to learn, connect, and grow with you at the Summer Conference in a few weeks. I wanted to take this opportunity to express my deepest gratitude for the privilege of serving as your president. It has been an honor to work alongside such dedicated individuals and witness the progress we have made together.

I am proud of the accomplishments we have achieved this year, and there is no doubt in my mind that our amazing organization will continue to thrive under the leadership of my good friend Erin Dunsey and her board.

Thank you for your support and dedication to school PR in our state. The role you play in education is invaluable. Thank you for telling the stories, for spotlighting the good, for managing the challenges, and for positively impacting our students and our future! You all inspire me!

See you in Flagstaff!

Matt Stamp  
ASPRA President

## MEETING RECAP FROM EXECUTIVE BOARD MEETING

The May 12 Executive Board Meeting included the following agenda items:

- ASPRA Summer Conference
- ASPRA Executive Board
- Bylaws

## PROPOSED BYLAW AMENDMENTS

A reminder that feedback on the bylaws was due May 31 and the Executive Board will be reviewing feedback to share with all members in advance of the summer conference. All members will vote on the bylaws at the ASPRA summer conference on Tuesday, June 13.

[CLICK HERE to review the bylaw amendments and supplemental materials](#)

## UPCOMING MEETINGS

Mark your calendar for the upcoming ASPRA meetings:

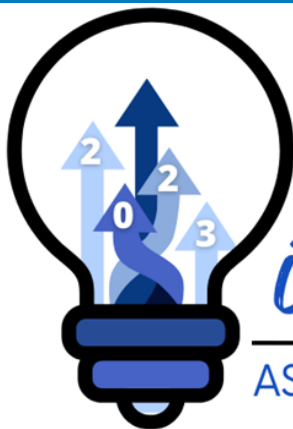
- June 11-13: ASPRA Summer Conference: Partners in Progress (Flagstaff)
- July 16-19: ASPRA at NSPRA. Gather with ASPRA friends at NSPRA23 in St. Louis! More information to come on where ASPRA can connect at the national conference.

## CHAPTER MEMBER RECOGNITION

Congratulations to Heidi Vega from the Arizona School Boards Association for earning her Accreditation in Public Relations (APR) in June 2023!

## ASPRA SUMMER CONFERENCE

*JUNE 11 – 13, FLAGSTAFF, ARIZ.*



**PARTNERS**  
*in* **PROGRESS**

ASPRA SUMMER CONFERENCE | JUNE 11-13

The 2023 ASPRA summer conference will be held at Little America Hotel in Flagstaff, Arizona, June 11-13, 2023. Check in begins on Sunday, June 11 and an ASPRA social event will be held in the evening. The conference itself will take place June 12-13.

Please RSVP - and book your room at Little America by calling 1-800-352-4386 today!\*

This annual event is a must-attend for all:

- Excellent professional development
- Inspiring and expert keynote speakers
- Informative and engaging breakout sessions and group activities
- Social events
- A unique opportunity for quality networking with your colleagues across Arizona!

Here's a sneak peek of what you can look forward to at this year's conference:

Sunday, June 11

- Lace up your sneakers and kick off the conference with an optional 5k walk/run!
  - Registration is [now open!](#)
  - The cost is \$20/person with 100% of the proceeds going towards future conference scholarships. The cost includes a shirt!
  - Race "check in" will be from 1:30 to 2 p.m. for shirt distribution. The walk/run will begin at 2 p.m.
  - Thank you to Class Intercom for sponsoring this inaugural run!
- Welcome Mixer

Monday, June 12

- **Keynote Speaker: Cathy Kedjidjian, APR, NSPRA President**  
*Forging Your Path: Your District's & Your Own*

Tuesday, June 13

- **Keynote Speaker: Molly McPherson, M.S., APR, Founder of Indestructible PR**  
*Navigating Crisis: How to Defend a Reputation from Attacks and Come Out on Top in a PR Crisis*

Pricing is \$100 for members and \$200 for non-members.

**Call Little America to reserve your room:** Make your reservation using this phone number: **1-800-352-4386** and be sure to mention the **Arizona School Public Relations Association** group name.

## TEMPLATES & SAMPLE LETTERS

ASPRA members have exclusive access to the ASPRA website where there is a library of letter templates and sample resources, should you need to use any.

Visit the ASPRA website at [www.azspr.org](http://www.azspr.org) and log in to view the letter templates.

If you need assistance logging in, contact Michelle Valenzuela at [mvalenzuela@amphi.com](mailto:mvalenzuela@amphi.com).

## NSPRA UPDATES

### NSPRA ANNOUNCES CANDIDATES FOR EXECUTIVE BOARD IN 2023

Congratulations to the following candidates who are running for the National School Public Relations Association (NSPRA) Executive Board.

- **President-Elect Candidate Heidi Vega, APR - ASBA**
- North Central Region Vice President Candidate Tracy Habisch-Ahlin – Hudson School District, Wis.
- North Central Region Vice President Candidate Terri McHugh, APR – Schaumburg Community CSD 54, Ill.
- South Central Region Vice President Candidate Jake Potter, APR – Leavenworth USD 43, Kan.
- Vice President for Diversity Engagement Candidate Janine Thorn – Bellvue School District, Wash.

These candidates will be introduced to association members at the NSPRA 2023 National Seminar in July. The Executive Board can take action to affirm the uncontested candidates. Additional details about these candidates are available on NSPRA's [website](#).

### 2023 MARK OF DISTINCTION CHAPTERS ANNOUNCED

NSPRA's annual Mark of Distinction program recognizes exemplary chapters for their efforts to support chapter members and the national association's mission. For 2023, 11 chapters have earned the distinction.

Congratulations to the following state SPRA's on receiving a 2023 Mark of Distinction:

Professional Development PR skill-building

- **Arizona School Public Relations Association**

A complete list of all Mark of Distinction exemplary chapters is available on the [NSPRA website](#).



## BECOME A MEMBER OF NSPRA

As the leader in school communication, NSPRA serves more than 2,500 members who work primarily as communication directors in public school districts and education organizations throughout the United States and Canada.

NSPRA members enjoy exclusive, member-only benefits, a wide variety of professional development opportunities and access to a network of colleagues from across the country who understand their challenges.

For more information on membership to NSPRA, visit <https://www.nspra.org/Membership>

## NSPRA WEBINARS

### Leaders Learn, PR Power Hour, Mini Labs, Corporate Showcase

Elevate your work as a school public relations professional through NSPRA's outstanding webinar offerings. NSPRA offers three webinar series that take place each month throughout the school year.

### Registration is FREE for association members!

*(Members must be logged in to take advantage of free registration.)*

### Registration Cost for non-members

- PR Power Hour: \$89
- Leaders Learn: \$89
- Mini Labs: \$59
- Corporate Showcase: \$59

*Psst...becoming a member of NSPRA will pay for itself after 4-5 webinars at the non-member rate!*

Have your APR? For each webinar, attendees who have earned accreditation in public relations may receive 0.5 continuing education units toward accreditation renewal.

## Upcoming Webinars

### Mini Labs – TikTok and Schools

- Wednesday, June 7 at 12 p.m. ET
- Free for NSPRA members
- [Learn more and register](#)

### PR Power Hour Webinar – Set Your (Web) Sites High: Research, Redesign, Relaunch

- Friday, June 9 at 12 p.m. ET
- Free for NSPRA members
- [Learn more and register](#)

### Mini Labs Webinar – Adobe Lightroom

- Monday, June 12 at 12 p.m. ET
- Free for NSPRA members
- [Learn more and register](#)

## NSPRA SUMMER CONFERENCE

### NSPRA 2023: ST. LOUIS, MISSOURI



Join colleagues from across the country and beyond on July 16-19, 2023, for the [NSPRA 2023 National Seminar](#). This event is being held at the Union Station Hotel in St. Louis, Mo. and is the largest communications-focused professional development for school public relations professionals and educational leaders.

Registration is [open](#) for the [NSPRA 2023 National Seminar](#)!

Explore the [Seminar Schedule at a Glance](#).

Association members enjoy significant savings on Seminar registration. Not a member? Join when you [register for the Seminar](#).

## Full Seminar Registration

<b>Registrant Type</b>	<b>Regular</b> <i>Register and pay after May 31</i>
NSPRA Member	\$875
Non-Member	\$1,065

For more information on special discounts, new guest registration and more, visit the NSPRA [website](#).

## MEET THE 2023-24 ASPRA EXECUTIVE BOARD

- President: Erin Dunsey, Peoria Unified School District
- President-Elect: Michelle Valenzuela, Amphitheater Unified School District
- VP of Programming: Rita Reznick, Florence Unified School District
- VP of Programming: Kailey Latham, Gilbert Public Schools
- VP of Membership: Will Argeros, Roosevelt Elementary School District
- VP of Website: Yardley Zamorano, The Center for the Future of Arizona
- Secretary: Jade Frazier, Arizona School Boards Association
- Treasurer: Monica Allread, Arizona State University
- Past-President: Matt Stamp, Pima County School Superintendent's Office